



BioWare Unveils New Recruit in Massively Acclaimed Mass Effect 2

EDMONTON, Alberta, Mar 22, 2010 (BUSINESS WIRE) -- Leading video game developer BioWare(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), today revealed an all-new playable character to the *Mass Effect(TM)* 2 universe, a master thief named *Kasumi*. Coming this April in North America and Europe, the *Kasumi - Stolen Memory* PDLC pack will introduce Kasumi Goto, the galaxy's most enigmatic and cunning master thief. In addition to being able to recruit Kasumi in all new missions, players will be able to utilize her special skills as a member of Commander Shepard's squad throughout the entire game. The *Kasumi - Stolen Memory* PDLC pack will be available for the Xbox 360(R) videogame and entertainment system at a cost of 560 Microsoft points, and on PC for 560 BioWare points or \$7.

"Mass Effect 2 is BioWare's highest Metacritic game to date, and we are excited to be able to expand that experience by introducing another engaging new character in Kasumi," said Aaryn Flynn, Studio General Manager for BioWare in Edmonton. "*Kasumi - Stolen Memory* is a testament to our promise to continue to provide fans with new, compelling, high quality post-launch content."

Cerberus has procured the service of Kasumi Goto, the galaxy's most enigmatic master thief. In return for her help, Kasumi has asked for Commander Shepard's help on a dangerous heist to infiltrate the vault of a deadly master criminal named Donovan Hock. Players must gain Kasumi's loyalty on the planet Bekenstein, where Hock is throwing a party for some of the galaxy's richest and most deranged criminal minds. The mission: recover data of great importance to Kasumi, and to the galaxy at large. In addition to this new mission, players will also receive a new research upgrade, one new weapon, and a new achievement in this PDLC pack.

Prior to the launch of Kasumi in April, also being released on March 23 through the Cerberus Network is the Firewalker DLC pack, which includes five heart-pounding missions taking place on five uncharted worlds. Players will be able to explore planets and engage in combat in the new Hammerhead hover-tank.

Mass Effect 2 was released to worldwide critical acclaim on January 26, 2010, and is available for the Xbox 360 videogame and entertainment system and the PC and is rated 'M' for Mature by the ESRB and '18+' by PEGI. For more information, follow the development team on Twitter at <http://twitter.com/masseffect2> or visit <http://masseffect.bioware.com/>. Assets for Mass Effect 2 DLC can be downloaded at:

http://press.bioware.com/Mass_Effect_2/2010-03-22%20Kasumi/

Login: media

Password: BioAssets2get

About BioWare

BioWare develops high quality console, PC and online role-playing games, focused on rich stories, unforgettable characters and vast worlds to discover. Since 1995, BioWare has created some of the world's most critically acclaimed titles, including *Baldur's Gate(TM)*, *Neverwinter Nights(TM)*, *Star Wars(R): Knights of the Old Republic(TM)*, *Jade Empire(TM)* and *Mass Effect(TM)*. BioWare operates in Edmonton (Alberta, Canada), Montreal (Quebec) and Austin (Texas). BioWare's announced projects include the dark heroic fantasy game *Dragon Age: Origins*, as well as *Mass Effect 2(TM)*, the epic sequel to *Mass Effect*, and the story-driven massively multiplayer online game, *Star Wars(R): The Old Republic(TM)*. In 2008, BioWare was acquired by Electronic Arts, a leading global interactive entertainment publisher. For more information on BioWare, visit www.bioware.com; to join the millions of fans already registered on our community, go to social.bioware.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names:

EA^(TM), EA SPORTS^(TM), EA Mobile^(TM) and POGO^(TM). In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

BioWare, Mass Effect, Dragon Age and Jade Empire are trademarks of EA International (Studio and Publishing) Ltd. EA, EA SPORTS, EA Mobile and POGO are trademarks of Electronic Arts Inc. Xbox and Xbox 360 are trademarks of the Microsoft group of companies. All other trademarks are the property of their respective owners.

SOURCE: Electronic Arts Inc.

Electronic Arts
Cindy Lum, 650-628-3836
Senior Publicist
clum@ea.com

or
Andrew Wong, 650-628-2781
Senior PR Manager
anwong@ea.com

or
47 Communications
Brian Rubin, 212-391-4707
brian@fortyseven.com

Copyright Business Wire 2010